

- 1 1. Method of enhancing web page delivery, comprising the steps of:
2 receiving a request for a web page content from a requestor;
3 identifying the requestor as either a human visitor or a search engine
4 spider; and
5 redirecting identified human visitors to a web page in an existing web site.
6
- 7 2. Method of enhancing web page delivery, comprising the steps of:
8 receiving a request for a web page content from a requestor;
9 identifying the requestor as either a human visitor or a search engine
10 spider;
11 dynamically generating one or more web pages optimized for identified
12 search engine spiders; and
13 returning the one or more dynamically generated web pages to the
14 identified search engine spider.
15
- 16 3. The method of claim 2, further comprising the step of:
17 redirecting identified human visitors to a web page in an existing web site.
18
- 19 4. The method of claim 2, wherein different web pages are dynamically generated
20 depending upon the particular search engine spider identified as the requestor.
21
- 22 5. The method of claim 2, wherein updateable templates are merged with user
23 entered data to dynamically generate the one or more web sites.
24
- 25 6. The method of claim 2, wherein updateable templates are merged with
26 information stored in a catalog database to dynamically generate the one or more
27 web sites.
28

- 1 7. The method of claims 1 or 3, wherein the request for a web page content is
2 received via a Uniform Resource Locator (URL) link published or stored in the
3 Internet.
4
- 5 8. The method of claim 7, wherein the URL link includes banner advertisements.
6
- 7 9. The method of claim 7, wherein the URL link includes affiliate links.
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- 9 10. The method of claim 7, wherein the URL link includes e-mail campaigns.
10
- 11 11. The method of claim 3, wherein the redirecting is accomplished via a redirect
12 URL.
13
- 14 12. The method of claim 11, further comprising the step of:
15 updating in real time the redirect URL without affecting the existing URL.
16
- 17 13. The method of claims 1 or 3, further comprising the step of:
18 logging for later reporting and dissemination all requests and actions
19 taken.
20
- 21 14. The method of claims 13, further comprising the steps of:
22 identifying the source link from which a human visitor requests a web
23 page content; and
24 tracking via use of redirection with an IMAGE tag the human visitor
25 across a plurality of web pages.
26
- 27 15. The method of claim 14, whereby tracking occurs across multiple domains.
28
- 29 16. The method of claim 14, further including the step of:

1 supplementing with additional dynamic code around the IMAGE tag in
2 order to ensure that every request for the IMAGE is unique and to avoid
3 caching the IMAGE data, thereby forcing each request to be processed
4 uniquely.

- 5
6 17. The method of claim 14, further including the step of:
7 logging additional information including an email address to which a link
8 was redirected, a referrer URL and all information stored there.

- 9
10 18. The method of claim 14, further including the step of:
11 logging additional information including the value of a any transactions
12 occurring during a human visitor's visit on a web page, a referrer URL and
13 all information stored there.

- 14
15 19. The method of claim 11, further comprising the step of:
16 automatically changing the redirect URL based on real time state
17 information which can be influenced by the interaction of other requestors
18 of web page content.

- 19
20 20. The method of claim 13, wherein a redirect URL includes information regarding
21 the source of web traffic being logged.

- 22
23 21. Apparatus for enhanced web page delivery, comprising:
24 a web server adapted to receive a request for web page content from a
25 requestor; and
26 a control engine operating on the web server, the control engine adapted to
27 execute the process steps of (i) identifying the requestor as a human visitor
28 or a search engine spider, (ii) redirecting identified human visitors to a
29 selected web site via a redirect URL, and (iii) dynamically generating one

- 1 or more web pages optimized for identified search engine spiders.
- 2
- 3 22. Computer-executable process steps stored on a computer-readable medium, the
- 4 computer-executable process steps to enhance web page delivery, the computer-
- 5 executable process steps comprising:
- 6 code to receive a request for web page content from a requestor;
- 7 code for identifying the requestor as a human visitor or a search engine spider;
- 8 code for redirecting identified human visitors to a selected web site via a redirect
- 9 URL; and
- 10 code for dynamically generating one or more web pages optimized for identified
- 11 search engine spiders.

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